

31 JUL 2003

Zainuddin-SMS

"KEMPEN SMS KASIH PERDANA" RECEIVES OVERWHELMING RESPONSE

KUALA LUMPUR, July 31 (Bernama) -- Just two weeks the campaign to express one's feelings to the Prime Minister via the Short Messaging Service (SMS) was introduced and messages have been pouring in, with 5,000 to 8,000 a day.

The campaign was started on a trial basis for Celcom and TMTouch customers since July 18.

Deputy Information Minister Datuk Zainuddin Maidin launched the campaign today to extend it till Sept 18.

He said the campaign enabled the people to thank Datuk Seri Dr Mahathir Mohamad for his contributions to the country and race during his 22-year tenure as Prime Minister.

The government appreciated the campaign launched by Celcom and TMTouch as it educated the people and the younger generation to value the contributions of a leader, he said when launching the service.

At the launch, Zainuddin sent a SMS to Dr Mahathir, which reads: "Thank You for your success in developing a dignified race."

Celcom Berhad Group Chief Executive Officer Datuk Ramli Abbas said the company was confident that after the launching today, the number of SMS sent would increase from between 5,000 and 8,000 a day to two million.

Upon the expiry of the campaign period, the company would document all the messages received in the form of CD-roms and books to be handed to Dr Mahathir.

If necessary, the cd-roms and books would be sold to the public.

Celcom will charge RM2.60 for every SMS sent while TMTouch customers will have to pay RM2.40.

All the messages sent to Dr Mahathir by subscribers would be vetted and Celcom reserved the right to reject the messages which are not suitable to the theme of the SMS campaign.

Ramli said part of the profits from the campaign would be donated to the Malaysian Orphans' Organisation (Peyatim).

-- BERNAMA

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